

A Technical and Aesthetical Problem and its Possible Solution

The binding of hardcover books is today made of ugly raw carton over which, however, a white, off-white or coloured paper is pasted inside, whereas its outside paper, better looking and mostly nevertheless pretty dull, used to be empty and meaningless, the title and the author being indicated on the spine only.

Since such unattractive books could not be sold, the well known jacket is being manufactured. For this ~~mask~~, the publisher has to spend a remarkable amount, in order to hide the anyway costly hardcover whose texture, color etc. he carefully chose.

The jacket, however, never fulfills its purpose, because it is extremely ephemeral. After a few weeks~~s~~ of normal use, and often after days, it turns out torn paper and has to be thrown away, leaving the book in its previous obtuse condition. Libraries try to make the jacket more permanent by tapes and the like, but without a fair result. Other devices, as transparent wrappers on the jacket, are expensive and senseless additions to the book's ex-exterior.

The following suggestion offers a technical and aesthetical solution by one hardcover only. Instead of its dumb look, its outer layer is given a finishing as attractive as possible, namely by design, color and lettering such as those considered so far a privilege of the jacket.

This makes the additions with the expenses and troubles involved superfluous. It combines considerable savings with maximum attractiveness and permanence. Besides, the total time required for manufacturing a nice book, is also noticeably shortened. O.S.

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